



WEWS

ORDER

Print Date 10/10/12

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Flight Dates **10/26/12-11/06/12**

Contract / Revision **314340 /** **Congressional Leadership Fund**

Original Date / Revision
10/10/12 10/10/12 Agency Com 15%
Billing Contact

Advertiser **Congressional Leadership F**
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Buying Contact

815 Slaters Lane
Alexandria, VA 22314
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **3348**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$11,135.00	\$13,100.00	0.00	10/01/12	10/28/12	6	\$11,135.00	\$13,100.00
November 2012	27	\$56,185.00	\$66,100.00	0.00	10/29/12	11/05/12	27	\$56,185.00	\$66,100.00
Totals	33	\$67,320.00	\$79,200.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/26/12	11/01/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	22222--	:30	10	\$2,000.00	P-1	0.00	NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	22222--	10		\$2,000.00		0.00						
N 2	WEWS	11/02/12	11/05/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	2---2--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00



WEWS

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Contract / Revision **314340** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership** Estimate # **3348**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	11/02/12	11/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	2---2--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/02/12	11/08/12	2---2--	4		\$2,000.00		0.00						
N 3	WEWS	10/26/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----1	:30	1	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	-----1	1		\$2,800.00		0.00						
Week:		11/02/12	11/08/12	-----1	1		\$2,800.00		0.00						
N 4	WEWS	10/29/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	6	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	1111---	4		\$3,000.00		0.00						
Week:		11/02/12	11/08/12	1---1--	2		\$3,000.00		0.00						
N 5	WEWS	10/26/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	11111--	5		\$3,000.00		0.00						
Week:		11/02/12	11/08/12	1---1--	2		\$3,000.00		0.00						
N 6	WEWS	10/26/12	11/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	-----S-	1		\$2,500.00		0.00						
Week:		11/02/12	11/08/12	-----S-	1		\$2,500.00		0.00						
N 7	WEWS	10/26/12	11/06/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	-----S-	1		\$800.00		0.00						
Week:		11/02/12	11/08/12	-----S-	1		\$800.00		0.00						
Totals														33	\$79,200.00